

ONLINE WINE TASTINGS



WINE TOURISM WORLDWIDE – GLOBAL SURVEY

PRESENTATION ON THE 17TH OF MARCH

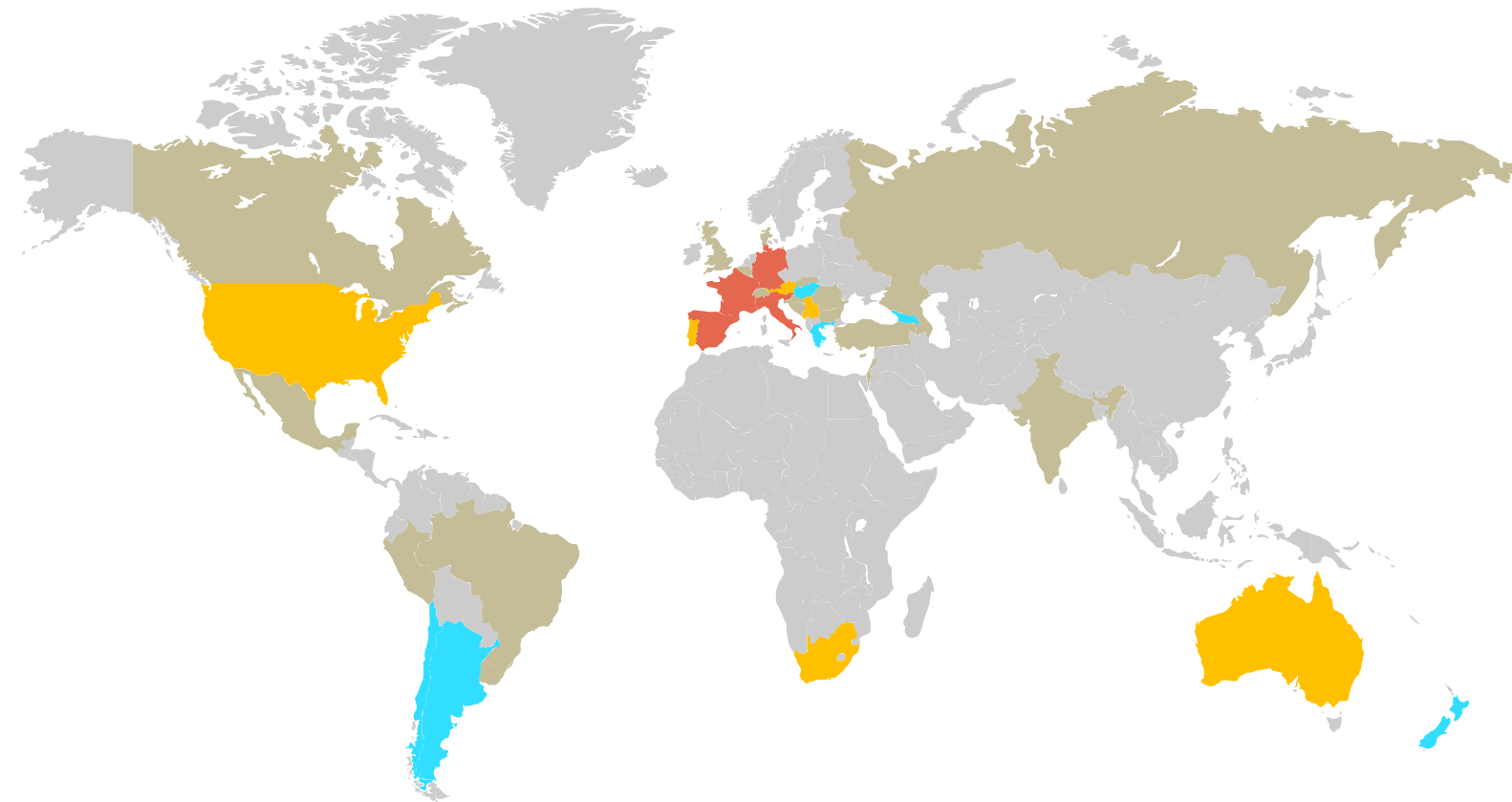
Calle Nilsson
Niklas Ridoff

WineTourism.com
Stockholm, Sweden

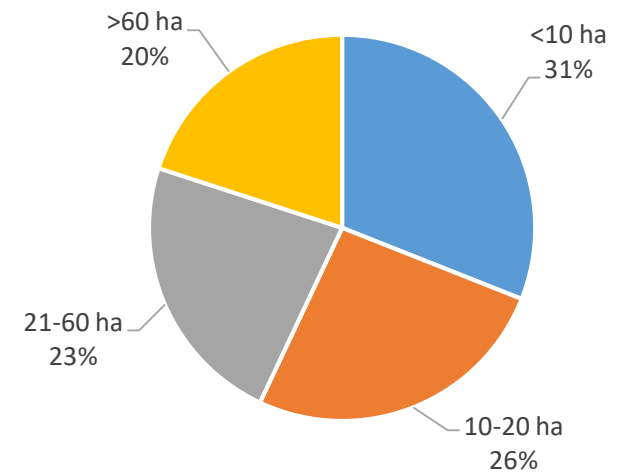
Prof. Dr. Gergely Szolnoki
Maximilian Tafel
Marvin Blaß

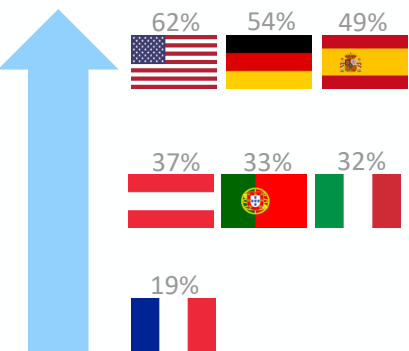
Geisenheim University
Geisenheim, Germany

The sample (N=1,423)



- More than 100 participants
- 20-100 participants
- 10-20 participants
- Less than 10 participants
- No participants





Themes in the survey

- Reasons & success
- Target groups
- Technical data
- Advertisement
- Willingness to continue
- Profitability



Themes in the survey

- Reasons
- Willingness to start

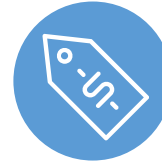
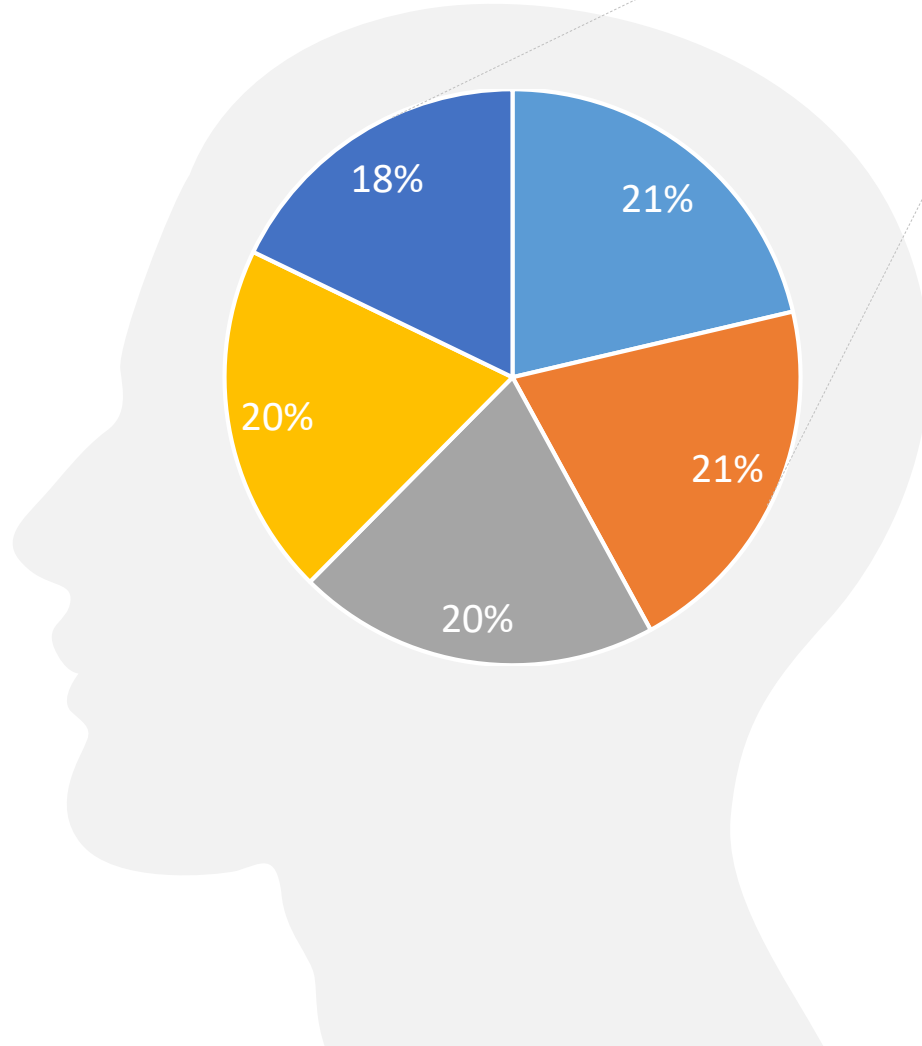


92% started due to Covid19

39% OWT

61% No OWT

92% achieved fully
or partly their goals



Marketing value and brand awareness



Replace cancelled events / winery visits



Acquire new customers

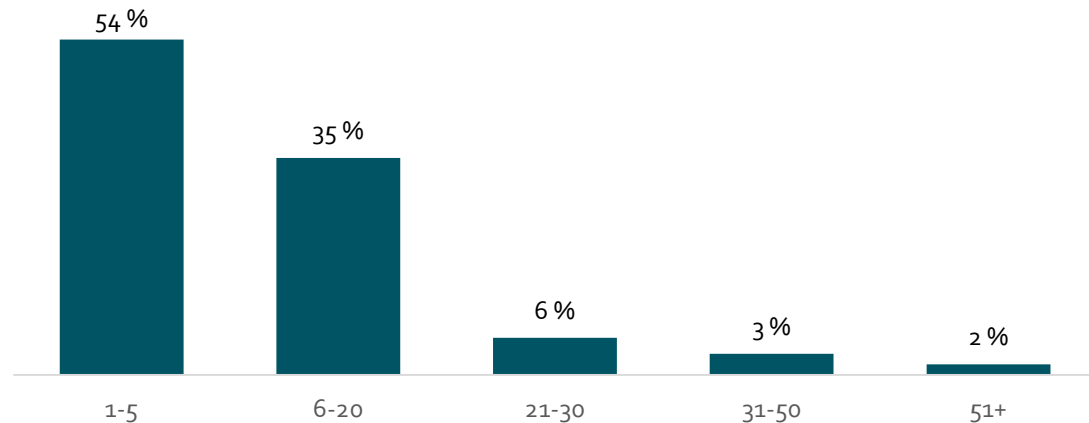


Strengthen customer loyalty

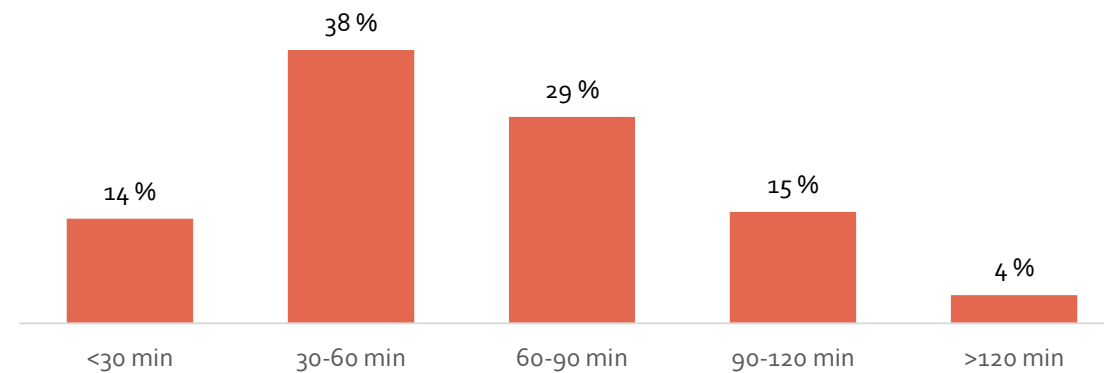


Increase direct sales

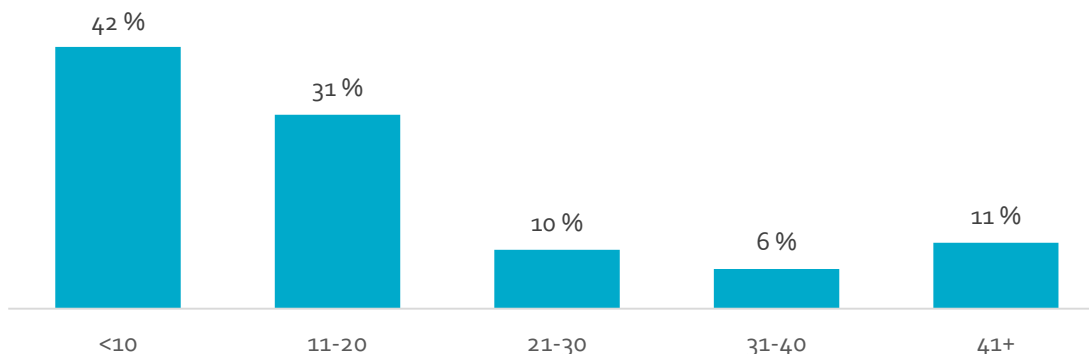
Number of online wine tastings



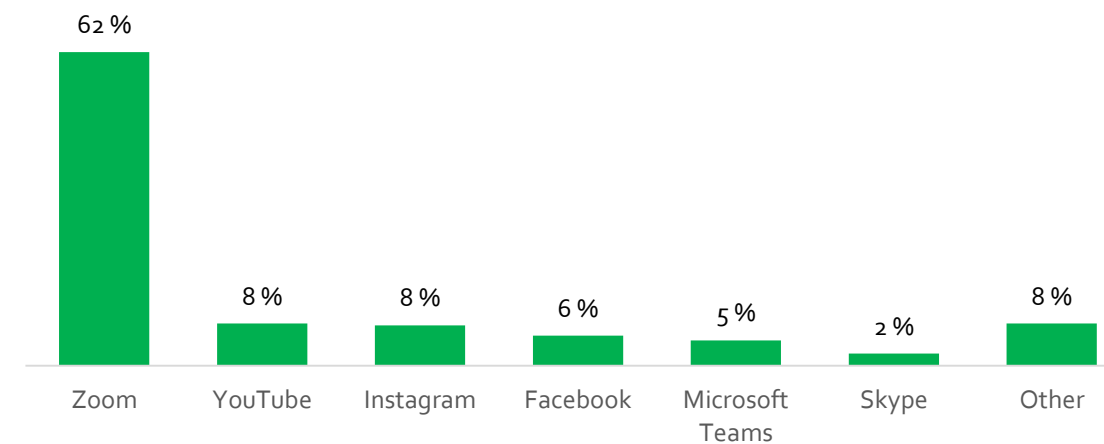
Length of online wine tastings



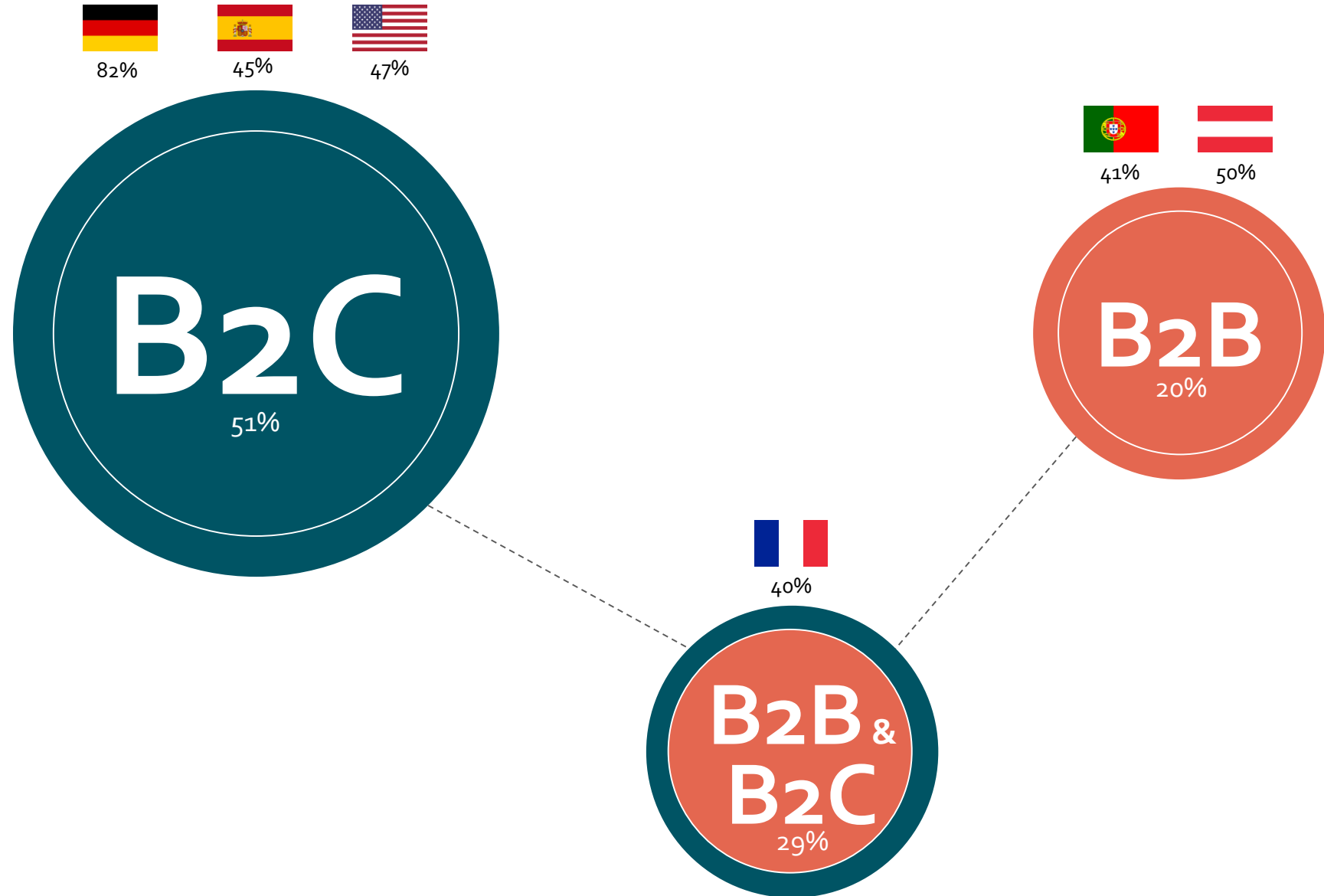
Number of participants per tasting



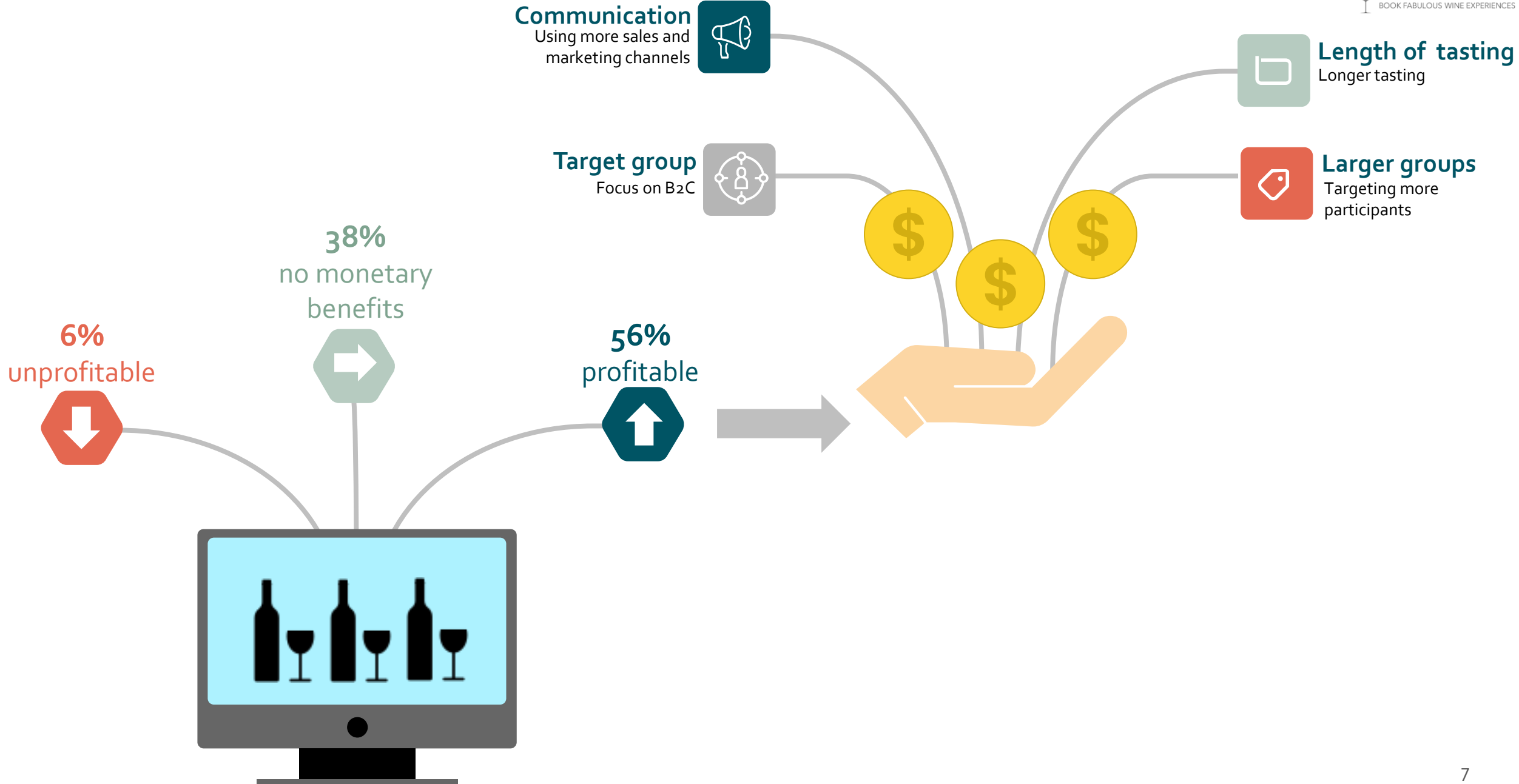
Platforms used for online wine tastings



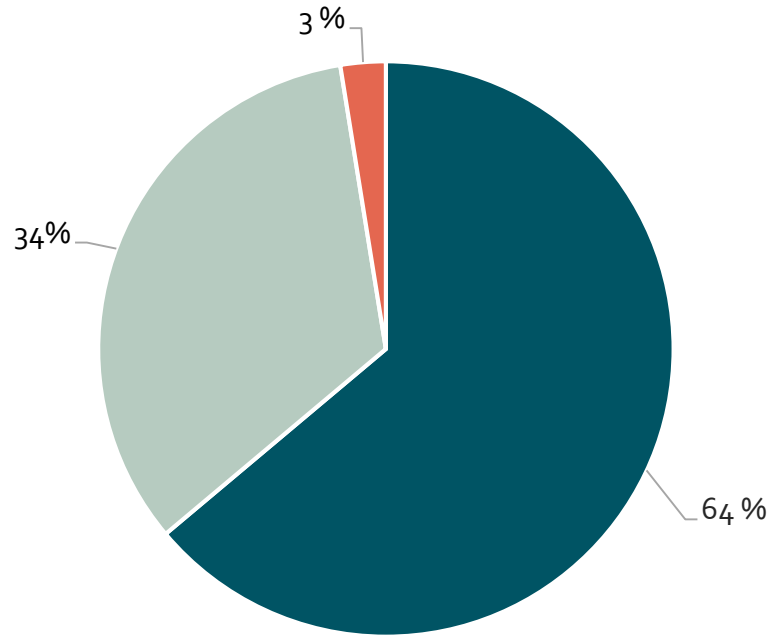
Target groups



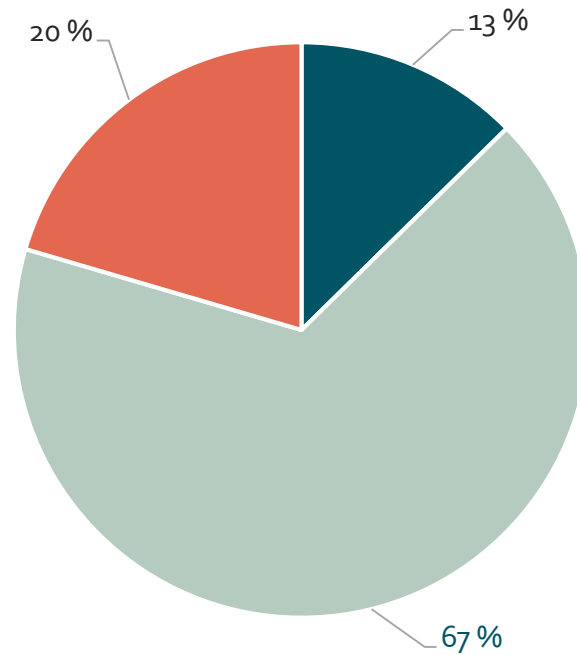
Profitability



Wineries with OWTs



Wineries without OWTs



● Yes ● Maybe ● No

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Download the final report here: <https://www.winetourism.com/owt-survey-covid-19/>